

# Sales Order

Station: **WTMO-TV** Agency: **THE FACTOR INC**  
 Contract Name: **MARCO RUBIO 1467596** Address: **501 Brickell Key Drive**  
 Contract#: **475002844** City: **Miami** State: **FL** Zip: **33131**  
 Start Date: **10/03/16** End Date: **10/09/16** Buyer:  
 Revenue Type: **POLITICAL SALES** Tax Schedule: **(None)**  
**NATIONAL** Type: **Cash** Agency Commission %: **15**  
 Advertiser: **MARCO RUBIO** Billing Cycle: **Standard**  
 Address: Salesperson: **5206nnat** Comm %: **15**  
 City: State: Zip: Makegood Policy: **Within Contract Dates**  
 Product Name: **Q4'16 CANDIDATE**  
 Competitive Code: **POLITICAL/ISSUE**

No	DATES		Alt wks	TIMES		LEN	DISTRIBUTION										RATE	TOTALS		PTY
	START	END		START	END		M	T	W	T	F	SA	SU	Per Wk	D/W	SPOTS		\$\$		
1	10/03/16	10/07/16		7:00 AM	10:00 AM	30		1	1	1	1			4	D	100.00	4	400.00	1	
2	10/03/16	10/07/16		6:00 PM	6:30 PM	30		1	1	1	1			4	D	525.00	4	2,100.00	1	
3	10/03/16	10/07/16		6:30 PM	7:00 PM	30		1	1	1	1			4	D	525.00	4	2,100.00	1	
4	10/03/16	10/07/16		11:00 PM	11:35 PM	30		1	1	1				3	D	400.00	3	1,200.00	1	
5	10/03/16	10/07/16		11:30 PM	12:00 AM	30		1	1	1	2			5	D	400.00	5	2,000.00	1	
6	10/08/16	10/08/16		5:00 PM	5:30 PM	30						1		1	D	145.00	1	145.00	1	
7	10/08/16	10/08/16		11:00 PM	11:30 PM	30						1		1	D	250.00	1	250.00	1	
8	10/09/16	10/09/16		1:30 PM	2:00 PM	30							1	1	D	100.00	1	100.00	1	
9	10/09/16	10/09/16		5:00 PM	5:30 PM	30							1	1	D	145.00	1	145.00	1	
10	10/09/16	10/09/16		5:30 PM	6:00 PM	30							1	1	D	125.00	1	125.00	1	
11	10/09/16	10/09/16		11:00 PM	11:30 PM	30							1	1	D	185.00	1	185.00	1	
12	10/09/16	10/09/16		9:00 PM	11:00 PM	30							2	2	D	800.00	2	1,600.00	1	

## Billing Projections: By Month

Oct 16  
 CA 10,350.00  
 ST 10,350.00

☒ Print Spot Prices

TOTAL SPOTS 28  
 GROSS TOTAL \$ 10,350.00  
 ADJUSTED SPOTS 28  
 ADJUSTED TOTAL \$ 10,350.00

APPROVE      DECLINE  
☐ ☐ General Manager  
☐ ☐ Sales Manager  
☐ ☐ National Sales Manager  
☐ ☐ Local Sales Manager

## ORDER WORKSHEET

Rep Order# 1467596 Ver# 1 Status New  
EC'd No

Traffic Order#

Printed: 09/30/16 3:29 PM  
Last Received: 09/30/16 3:17 PM  
Showing Buylines: All Lines

1 of 2

Station WTMO-TV ORLANDO  
Advertiser (MARU) MARCO RUBIO/SEN FLA  
Product Q4'16/CANDIDATE  
Estimate#  
Buyer MIRTA DE ARMAS

Agency (TFI) THE FACTOR INC  
501 BRICKELL KEY DRIVE  
MIAMI, FL 33131  
Agency C/P1/P2/E  
Flight Dates 10/03/16-10/09/16

Rep Firm NBCUNIVERSAL  
Sales Office (MI) MIAMI NATIONAL SALES  
Salesperson (BLU) BRENDA LUCIANO  
Sales Assistant STEPHANIE  
Salesperson Phone# 954-622-7582  
Salesperson Fax# 954-622-7940

## --- CONTRACT COMMENT ---

\*\*\*\*\*POLITICAL\*\*\*\*\*

## --- REMARKS ---

NEW ORD TO START WEEK OF 10/3 PLS CF THANKS, SG

Ln	Day	Time	Program	Len	RTG/IMP	GRPs/ (000)	Rate	Dates	Spots/ Week	Total Spots	Total Cost
1	M-F	7A-10A	UN NUEVO DIA	30	-	-	\$100.00	10/03-10/07	4	4	\$400.00
2	M-F	6P-630P	NEWS	30	-	-	\$525.00	10/03-10/07	4	4	\$2,100.00
3	M-F	630P-7P	NEWS	30	-	-	\$525.00	10/03-10/07	4	4	\$2,100.00
4	M-F	11P-1135P	NEWS	30	-	-	\$400.00	10/03-10/07	3	3	\$1,200.00
5	M-F	1130P-12A	NEWS PUERTO RICO	30	-	-	\$400.00	10/03-10/07	5	5	\$2,000.00
6	Sa	5P-530P	NEWS	30	-	-	\$145.00	10/08-10/08	1	1	\$145.00
7	Sa	11P-1130P	NEWS	30	-	-	\$250.00	10/08-10/08	1	1	\$250.00
8	Su	130P-2P	ENFOQUE	30	-	-	\$100.00	10/09-10/09	1	1	\$100.00
9	Su	5P-530P	NEWS	30	-	-	\$145.00	10/09-10/09	1	1	\$145.00
10	Su	530P-6P	NEWS	30	-	-	\$125.00	10/09-10/09	1	1	\$125.00
11	Su	11P-1130P	NEWS	30	-	-	\$185.00	10/09-10/09	1	1	\$185.00
12	Su	9P-11P	JUAN GABRIEL HASTA QUE TE CONOCI	30	-	-	\$800.00	10/09-10/09	2	2	\$1,600.00

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Ln	Day	Time	Program	Len	RTG/IMP	GRPs/ (000)	Rate	Dates	Spots/ Week	Total Spots	Total Cost
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--REPORT TOTALS--

Report Totals: 28 / \$10,350.00

--SALES MONTHLY TOTALS--

Oct2016: 28 / \$10,350.00

Order Totals: 28 / \$10,350.00 Total GRPs: 0.0

---COMPETITIVE---

Market Totals	\$20,700.00	OTHE 50.00%	WTMO 50.00%	WVEN .00%
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Books [AUG16]  
Demos RA2554P

---CREDIT RISK---

CASH IN ADVANCE

## AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☒ **FEDERAL CANDIDATE**

☐ **STATE/LOCAL CANDIDATE**

**To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3**

**Station and Location:**

**Date:**

*Telemundo WRMB, TAMPA, FL*

*9/8/2016*

I, *Ana M. CARBONELL*

being/on behalf of: *Marco Rubio for Senate 2016* a legally

qualified candidate of the *Republican* political

party for the office of: *United States Senate*

in the *State of Florida*

election to be held on: *November 8<sup>th</sup>, 2016*

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
<i>30"</i>					

**Total Charges:**



## CANDIDATE CERTIFICATION

**In Order For Federal Candidates to Receive The Lowest Unit Charge During a Political Window, the Following Certification is Required:**

I, MARCO RUBIO for Senate 2016  
(name of federal candidate or authorized committee) hereby certify that the programming to be broadcast (in whole or in part) pursuant to this agreement:

☐ does

☒ does not

refer to an opposing candidate (check applicable box). I further certify that for the programming that does refer to an opposing candidate:

(check applicable box)

☐ the radio programming contains a personal audio statement by the candidate that identifies the candidate, the office being sought, and that the candidate has approved the broadcast.

☒ the television programming contains a clearly identifiable photograph or similar image of the candidate for a duration of at least four seconds, and a simultaneously displayed printed statement identifying the candidate, that the candidate approved the broadcast, and that the candidate and/or the candidate's authorized committee paid for the broadcast.

Anna M. Carbone

signature of candidate or authorized committee

on behalf of  
candidate

ANNA M. CARBONE  
printed name

9/6/2016  
date

For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

I represent that the payment for the above described broadcast time has been furnished by:

Marco Rubio for Senate 2016

and you are authorized to announce the time as paid for by such person or entity.  
I represent that this person or entity is either a legally qualified candidate or an authorized committee organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Lisa Lisker

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

**THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.**

**To Be Signed By Candidate or Authorized Committee**

9/7/2016  
Date

R M Enabull  
Signature

**To Be Signed By Station Representative**

☐ Accepted

☐ Accepted in Part

☐ Rejected

Signature

Printed Name

Title



## CANDIDATE CERTIFICATION

**In Order For Federal Candidates to Receive The Lowest Unit Charge During a Political Window, the Following Certification is Required:**

I, Marco Rubio for Senate 2016  
(name of federal candidate or authorized committee) hereby certify that the programming to be broadcast (in whole or in part) pursuant to this agreement:

☐ does

☒ does not

refer to an opposing candidate (check applicable box). I further certify that for the programming that does refer to an opposing candidate:

(check applicable box)

☐ the radio programming contains a personal audio statement by the candidate that identifies the candidate, the office being sought, and that the candidate has approved the broadcast.

☒ the television programming contains a clearly identifiable photograph or similar image of the candidate for a duration of at least four seconds, and a simultaneously displayed printed statement identifying the candidate, that the candidate approved the broadcast, and that the candidate and/or the candidate's authorized committee paid for the broadcast.

Ann M. Caribell

signature of candidate or authorized committee

on behalf of  
candidate

Ann M. CARIBELL  
printed name

9/6/2016  
date

## AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)



FEDERAL CANDIDATE



STATE/LOCAL CANDIDATE

To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3

<b>Station and Location:</b> <i>WFTM-D, Telemundo, Orlando</i>	<b>Date:</b> <i>9/8/2016</i>
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I, *Ang M. CARBONELL*  
 being/on behalf of: *Marco Rubio for Senate 2016*, a legally  
 qualified candidate of the *Republican* political  
 party for the office of: *United States Senate*.  
 in the *State of Florida*.  
 election to be held on: *November 8<sup>th</sup>, 2016*

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
30"					

**Total Charges:**



SALE OF AIR TIME

For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

I represent that the payment for the above described broadcast time has been furnished by:

Maria Rubio for Senate 2016

and you are authorized to announce the time as paid for by such person or entity.  
I represent that this person or entity is either a legally qualified candidate or an authorized committee organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Lisa Lisker

This station has disclosed to me its political advertising policies, including applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

**THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.**

**To Be Signed By Candidate or Authorized Committee**

9/12/2016  
Date

R M Enabrown  
Signature

**To Be Signed By Station Representative**

☐ Accepted

☐ Accepted in Part

☐ Rejected

Signature

Printed Name

Title